



# Personal Branding

# Activity : Top of Mind Challenge





# Personal Branding

is the process of creating and managing the **way you present yourself to the world**, particularly in **professional and business settings**.

It involves **defining your unique strengths, skills, values, and personality** to establish a recognizable and **consistent image that sets you apart from others**.



# Logo Colour Psychology



## Red

Excitement  
Energy  
Romance



## Blue

Reliable  
Loyalty  
Trust



## Yellow

Optimism  
Creativity  
Happiness



## Orange

Warmth  
Vibrant  
Confidence



## Green

Nature  
Freshness  
Health



## Purple

Ambition  
Uniqueness  
Royalty



# How to attract and stand out with a distinct Brand Identity



## Logo

Visual symbol  
of the brand



## Typography

Brand-specific  
font styles



## Colours

Distinctive brand  
colour palette



## Tagline

Memorable  
brand slogan



## Imagery

Visual elements  
representing brand



## Layout

Spatial organisation  
of elements



## Textures

Tactile elements  
in brand visuals



## Iconography

Icon suites  
for design use



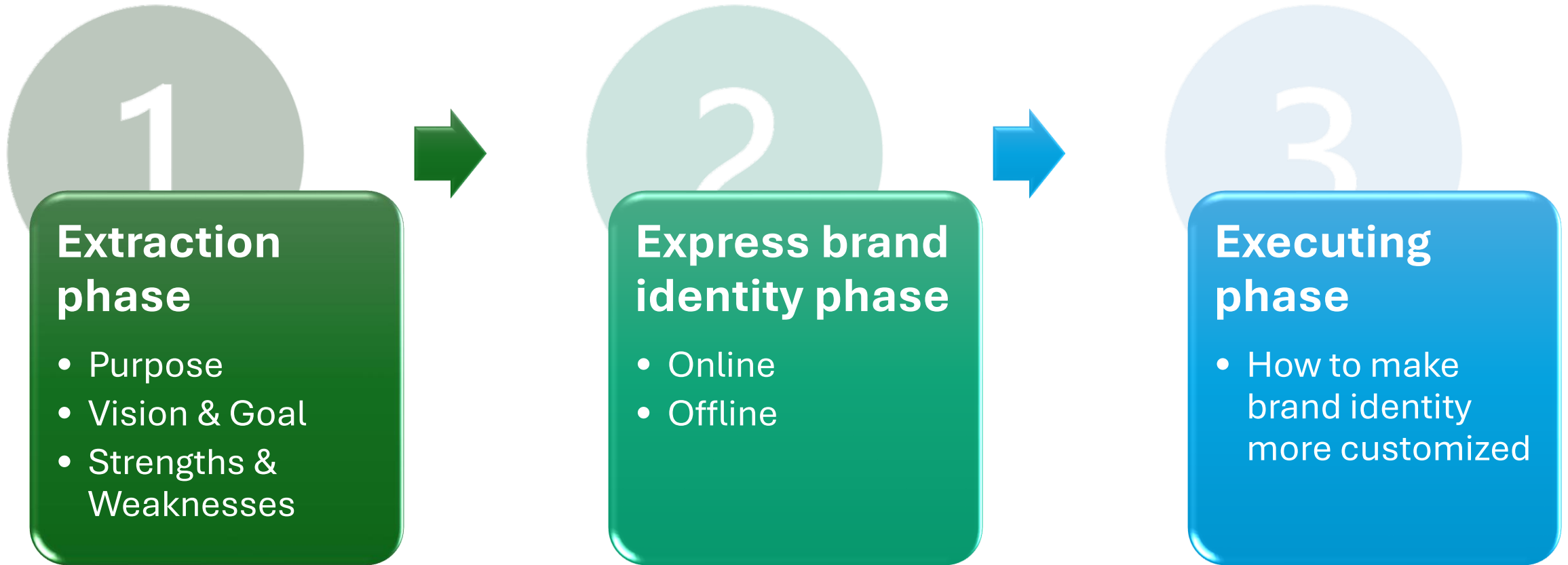
## Design

Aesthetics and  
visual presentation

# **A Journey Inside You for Personal Branding**



## 3 Phases



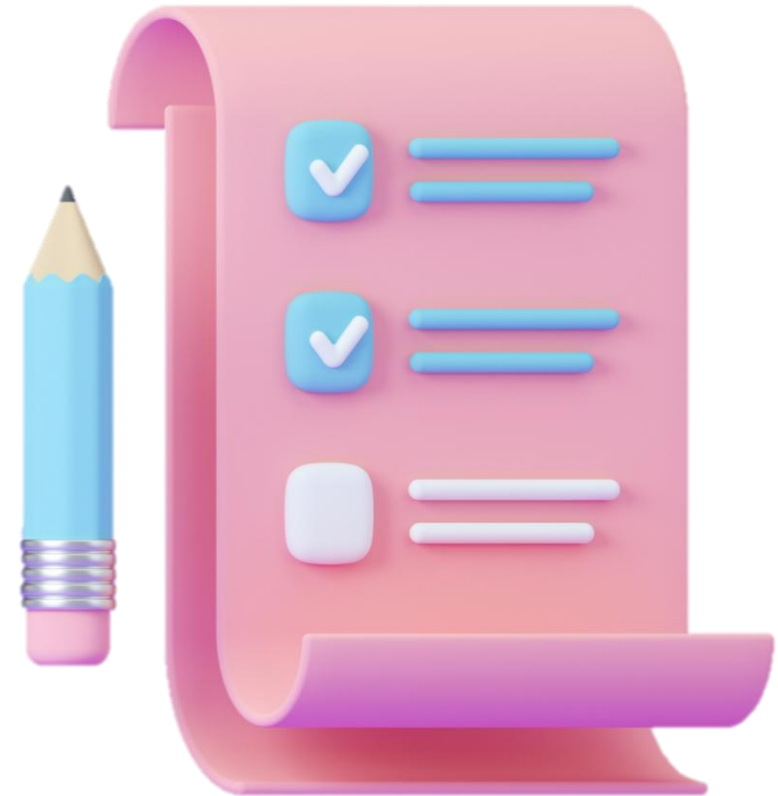
# 1. Extraction Phase

Purpose & Self  
Awareness

Vision & Goal

Strengths &  
Weaknesses

A  
n  
s  
w  
e  
r  
  
Q  
u  
e  
s  
t  
i  
o  
n  
s



## **Self –Awareness** – Identify personal skills and interests in Career Path

The **RIASEC test**, developed by psychologist **John Holland**, is a **career assessment tool** designed to help individuals identify their interests and align them with suitable career paths.



# Let's Discover our Career Path



## **Activity :** O\*NET Interest Profiler at My Next Move



# RIASEC Personality Types

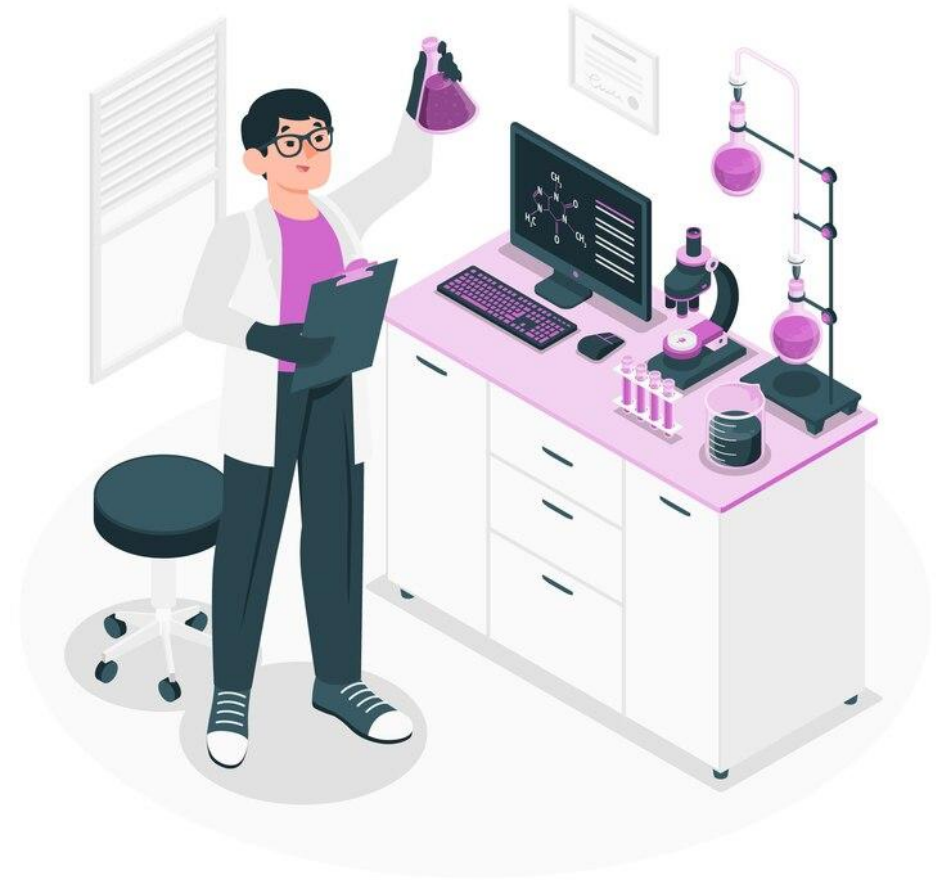
## R - Realistic (The Doer)

- ❑ Prefers hands-on, practical work such as engineering, mechanics, construction, and veterinary sciences.
- ❑ Enjoys working with tools, machines, and physical tasks rather than theoretical or social work.
- ❑ Careers: Engineer, Mechanic, Electrician, Carpenter, Pilot.



## I - Investigative (The Thinker)

- ❑ Enjoys analyzing, researching, and solving complex problems in fields like science, medicine, and technology.
- ❑ Prefers intellectual challenges and working with abstract ideas over physical tasks.
- ❑ Careers: Scientist, Doctor, Data Analyst, Chemist, Software Developer.





## A - Artistic (The Creator)

- ❑ Enjoys self-expression through creative activities such as writing, music, design, and performing arts.
- ❑ Prefers unstructured environments that allow freedom and originality.
- ❑ Careers: Graphic Designer, Writer, Musician, Architect, Film Director.



## S - Social (The Helper)

- ☐ Likes working with people, helping, teaching, or providing care and support.
- ☐ Enjoys interpersonal relationships and making a positive impact on others.
- ☐ Careers: Teacher, Counselor, Nurse, Social Worker, Psychologist.



## E - Enterprising (The Persuader)

- ❑ Thrives in leadership, business, and persuasive roles, such as sales, marketing, and entrepreneurship.
- ❑ Enjoys taking risks, making decisions, and influencing others.
- ❑ Careers: Entrepreneur, Sales Manager, Politician, Business Executive, Lawyer.



## C - Conventional (The Organizer)

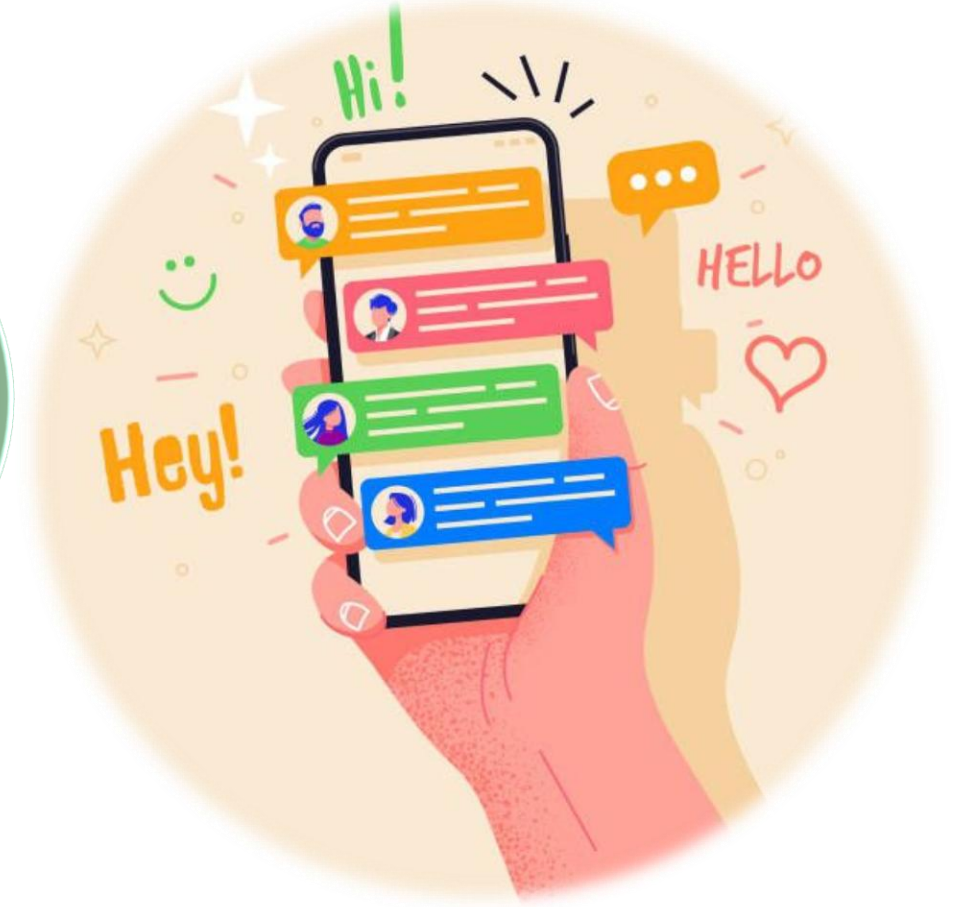
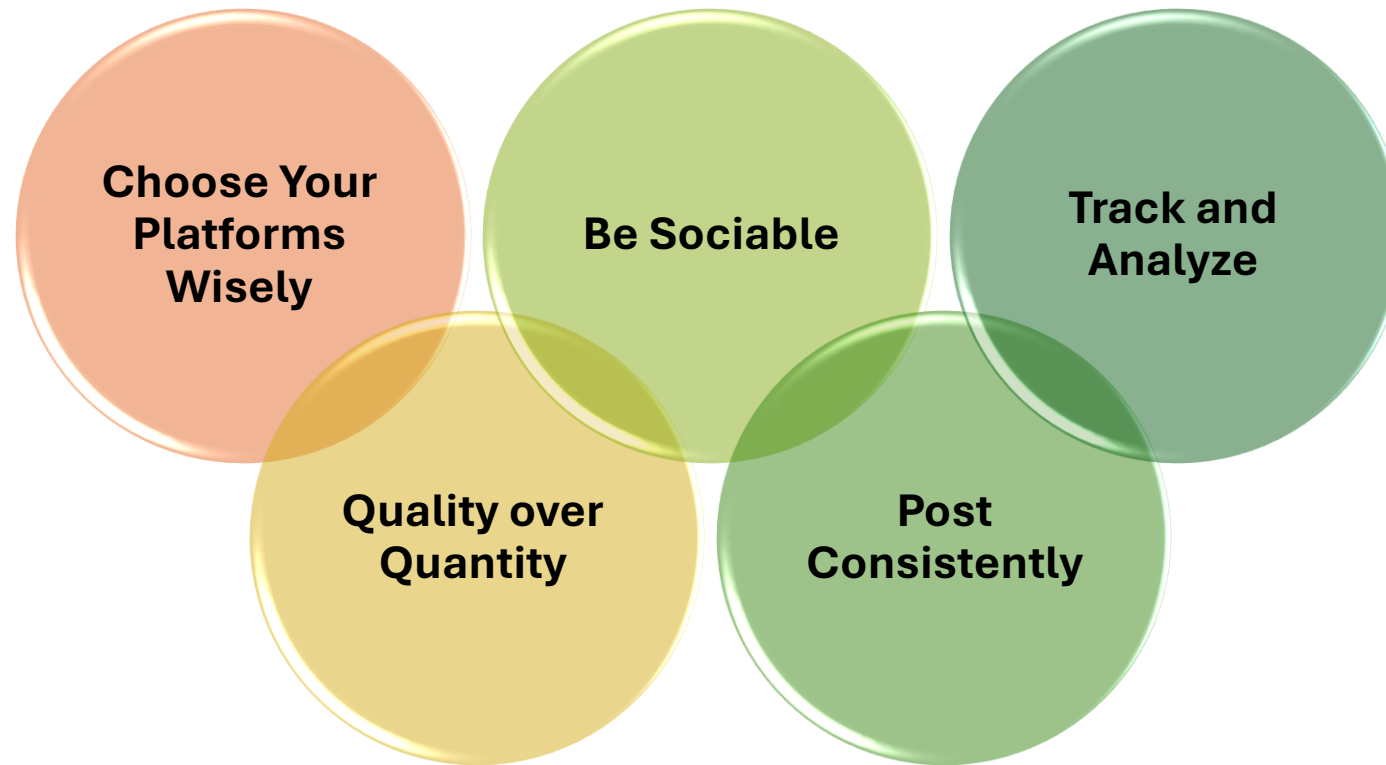
- ☐ Prefers structured tasks, organization, and data management, such as accounting, administration, and finance.
- ☐ Enjoys following rules, routines, and working with numbers or systems.
- ☐ Careers: Accountant, Banker, Office Manager, Administrative Assistant.





## 2. Express brand identity phase

### Online Networking



## Offline Networking

Attend virtual or in-person **career fairs** and **industry meetups** like Egypt Career Summit and Techne Summit.

Attend industry **conferences**, **seminars**, and **workshops**.



# 3. Executing Phase

## Unique Selling Point

- ✓ a **specific feature or benefit** that sets you **apart** from your competition.
- ✓ It's what makes you **stand out** in a sea of similar service providers, and it's **the reason clients will choose you** over others.



# Crafting Your USP Statement

**Keeping it clear and concise**

**Demonstrating your expertise and passion**

**Addressing client needs and desires**





## Activity : Write Your USP Statement

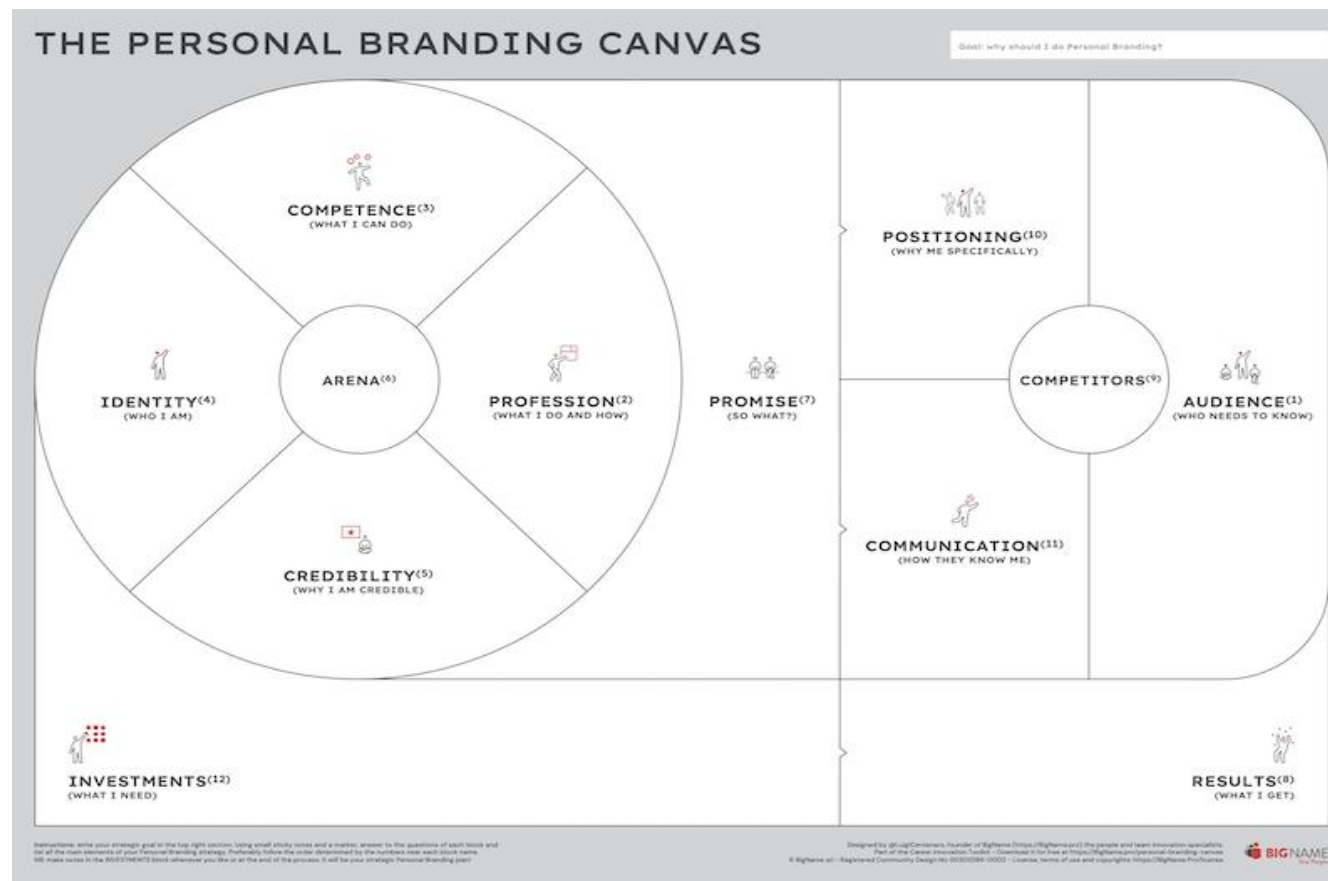


# **Personal branding canvas**

**A tool designed to help you define and  
build your personal brand. It's  
essentially a visual strategy map that  
lays out the key elements that make up  
your unique brand identity**

# Develop your personal branding Canvas

## CTRL+ CLICK to open

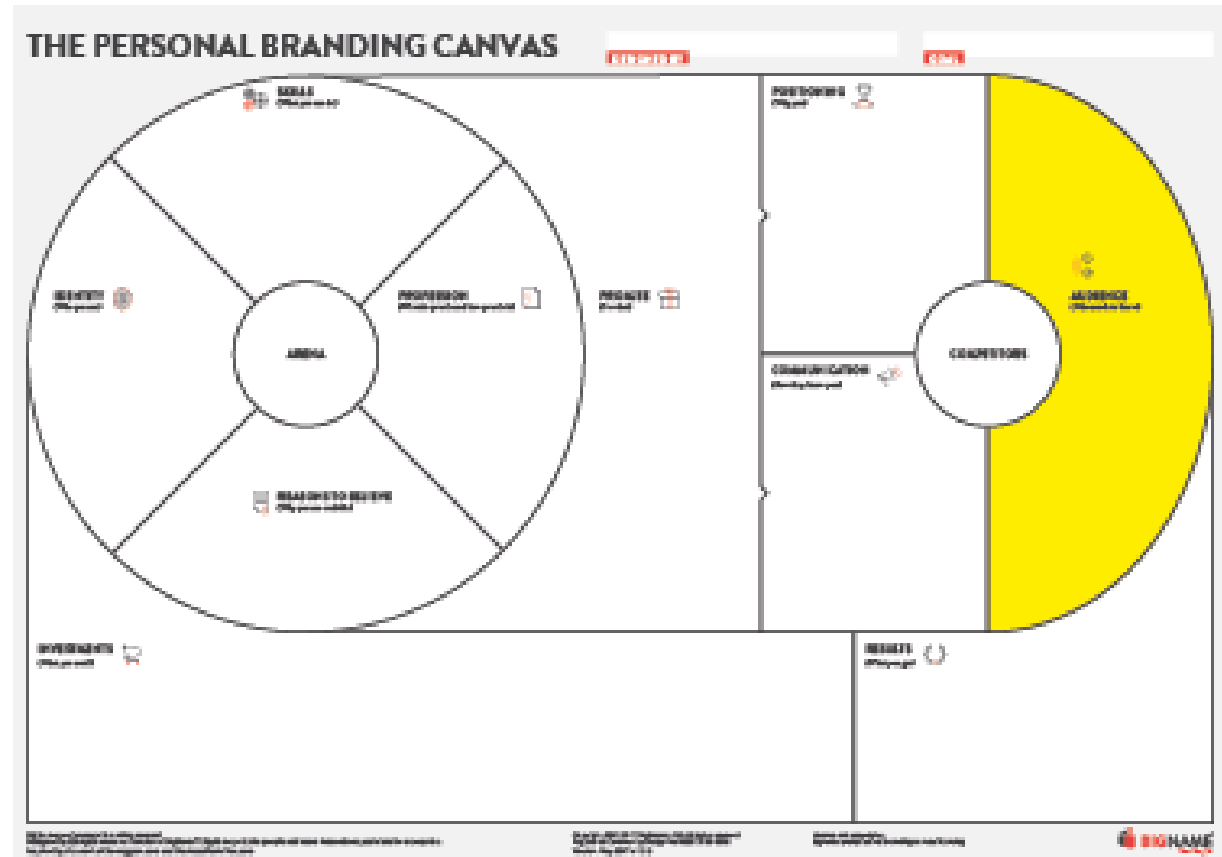


## RECEIVER

*(who do you want to influence?)*



1. Audience

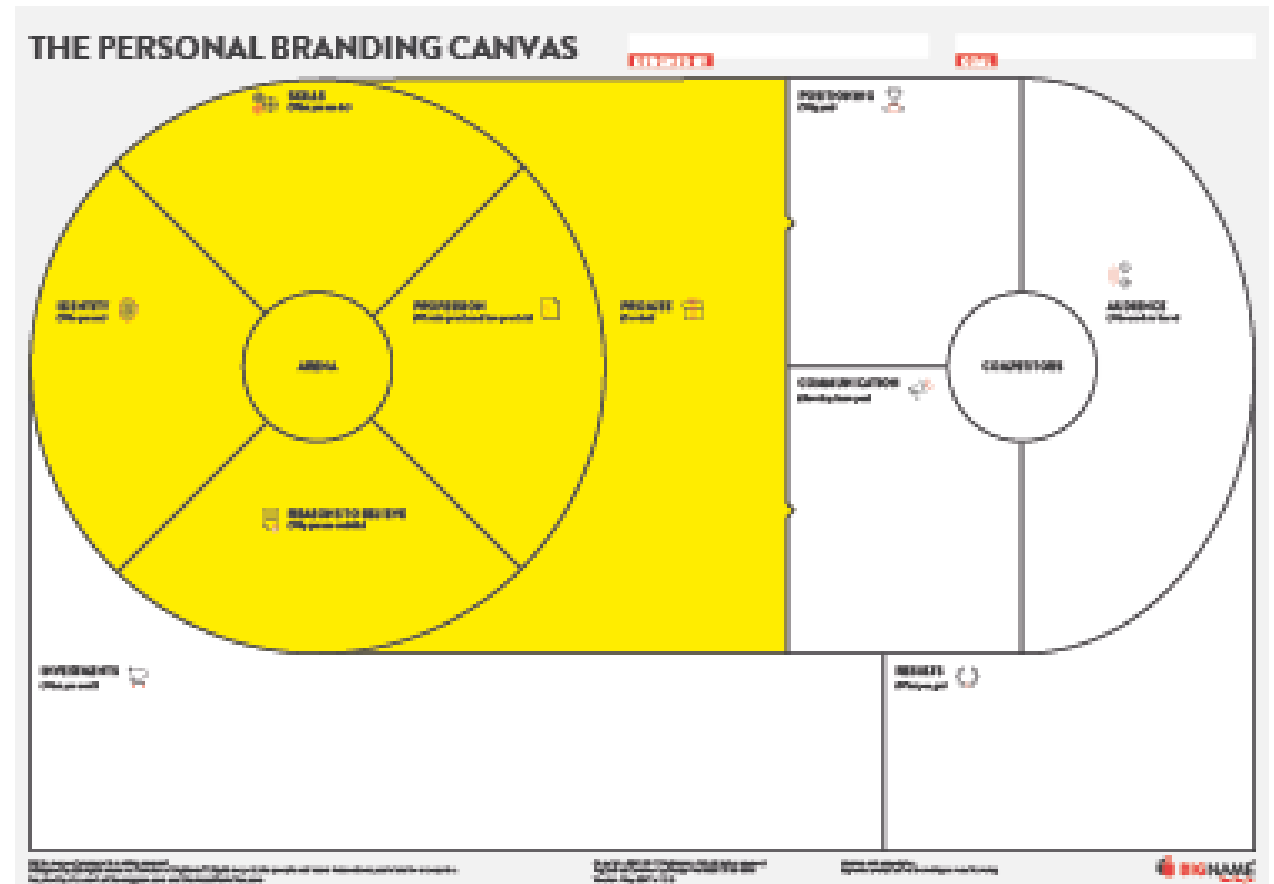




SENDER

*(who are you and what do you promise?)*

2. Competence
3. Identity
4. Credibility
5. Profession and Arena
6. Promise



## ACTIVATION

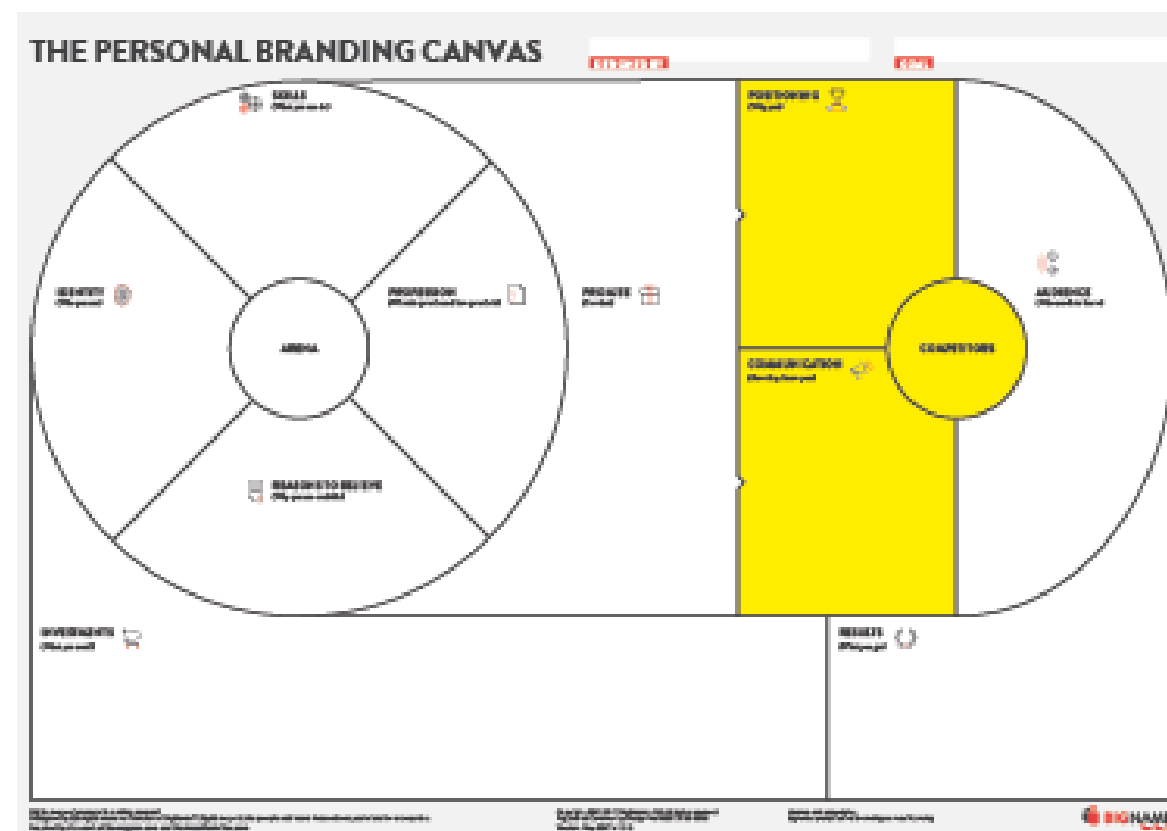
*(how are you different and how do you let them know about you?)*



## 7. Positioning & Competitors



## 8. Communication

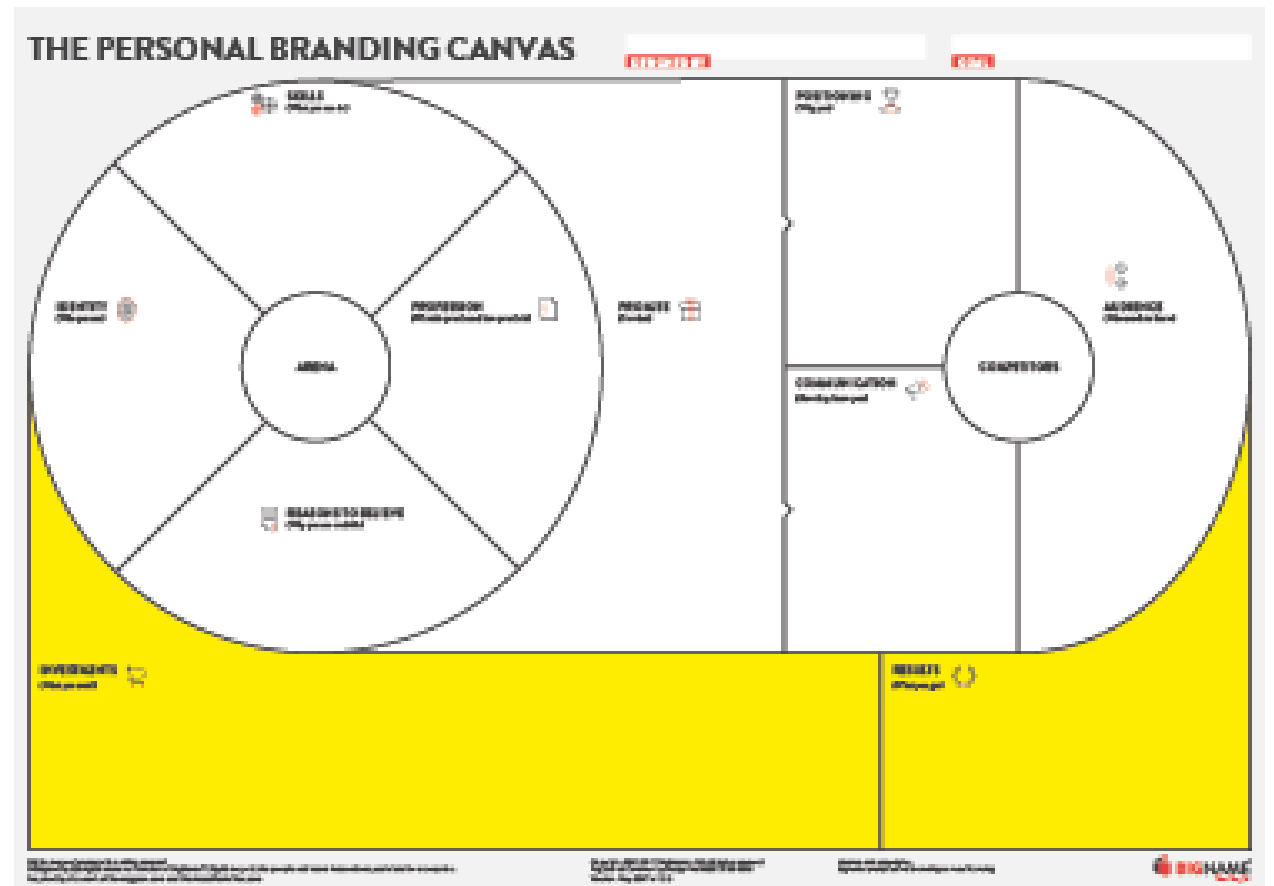


## RETURN ON INVESTMENT

(how efficient are you?)

9.  Results

10.  Investments



## Activity : Create your personal branding Canvas

